



## DISNEY STORE HIGHLIGHTS

Disney Store and [DisneyStore.com](https://www.disneystore.com) are The Walt Disney Company's premier retail destination. With more than 330 Disney Store locations worldwide, complemented by [DisneyStore.com](https://www.disneystore.com), an enchanting Disney shopping experience is available 24 hours a day.

The Disney Store retail chain, which debuted in 1987, is owned and operated by Disney in North America, Europe, and Asia. Disney Store is the retail merchandising arm of Disney Consumer Products and Interactive Media, the business segment of The Walt Disney Company (NYSE:DIS) and its affiliates that extends the Disney brand to merchandise. Disney Store carries high-quality products, including exclusive product lines that support and promote Disney's key entertainment initiatives and characters. Disney Store opened its first store in Glendale, California and, in doing so, originated the themed retail business model.

There are currently more than 200 Disney Store locations in North America; more than 40 Disney Store locations in Japan; 1 flagship location in Shanghai, and more than 70 Disney Store locations across Europe, in addition to online stores at [disneystore.com](https://www.disneystore.com), [disneystore.co.uk](https://www.disneystore.co.uk), [www.disneystore.fr](https://www.disneystore.fr), [www.disneystore.de](https://www.disneystore.de), [www.disneystore.es](https://www.disneystore.es), [www.disneystore.se](https://www.disneystore.se), [www.disneystore.dk](https://www.disneystore.dk), [www.disneystore.it](https://www.disneystore.it) and [www.disneystore.co.jp](https://www.disneystore.co.jp). Each Disney Store location offers a magical shopping experience that can only be delivered by Disney.

Each Disney Store includes unique elements to deliver **'magical moments for guests of all ages.'** Following are more details on the design concept, as well details on the two largest Disney Store flagship locations: Times Square, New York City, which opened in November 2010, and Shanghai, which opened in May 2015.

### **"Unlock Imagination" at Disney Store**

A unique opening ceremony takes place every day at most Disney Store locations nationwide. Each day, one lucky child is chosen to take part in the opening ceremony and officially Unlock Imagination with an oversized lock and key. The child receives their very own replica key to take home as a keepsake to remind them of that special day. The unlocking imagination opening ceremony is a Disney Store ritual which creates magic every morning.

### **Pixie Dust Trail**

As you enter a Disney Store, the story begins with a signature attraction, the Pixie Dust Trail. The Pixie Dust Trail is purposefully colored blue to indicate that there is something magical about to happen along the path. Storytelling neighborhoods are on either side of the Pixie path tempting you off your journey.

### **Magical Trees**

Disney Store's magical trees not only give our Store a unique identity, they play a role in the storytelling. The trees themselves are custom acrylic cutouts printed using a unique new process called veriGLASS, creating overlapping patterns of blue foliage. A glittering trail of Tinkerbell's pixie dust runs across all the different tree fronts. Guests can search for some of Disney's favorite characters as they make appearances in the trees – look out for Snow White, Peter Pan, or Goofy character silhouettes subtly inserted into the tree's leaves and branches.

### **Custom Skyline**

Each new Disney Store has a custom skyline which incorporates Disney storytelling moments and iconic elements. Lining the perimeter of the Store, the silhouetted skyline adds another ambient effect, giving the Store depth and the illusion that you are at the center of a much bigger magical Disney world. The Skyline includes landmarks from around the world that have been featured in Disney films, such as Big Ben (Peter Pan) and the Notre Dame (Hunchback of Notre Dame) and well as everyone's favorite characters, including Dumbo, Wall-E and Eve and Peter Pan. The Skyline also features architecture from local landmarks, making every Disney Store truly unique.

### **Disney Store Theatre**

Continuing down to the end of the Pixie Dust Trail, Guests encounter the Disney Store Theatre, a giant video library containing Disney film trailers, film clips, music videos, classic animation and more. Guests can choose from over 50 clips which can then be watched on the 90" dia. flat screen. New content is uploaded on a regular basis to keep the experience options fresh and new every time a child enters.

The Disney Store Theatre also acts as the place where free family activities and events are hosted on a daily basis, such as Disney character drawing workshops, storytelling experiences, trivia events, and more. New activities are continually added to the calendar to bring families back to the Store over and over again.

### **Disney Store Times Square**

- Disney Store Times Square is the largest Disney Store in North America
- Disney transformed a 20,000+ space in the heart of New York's Times Square into a two-level, state-of-the-art, interactive retail destination
- Disney Store Times Square features many magical experiences including a magical Pixie Dust Trail, iconic hero fixtures including a 20-foot Disney Princess Castle, 360-degree Disney Store Theatre with 12-foot long curved screen, a custom skyline featuring many iconic New York landmarks, giant overhead centerpiece Mickey and Minnie NYC parade balloon sculptures, and an immersive escalator experience featuring giant lanterns inspired by the movie Tangled
- Star Wars merchandise made its debut in spring 2014 joining Marvel and Disney·Pixar as important company franchises represented
- More than 11,000+ guests visit the Disney Store Times Square store each day and peruse more than 1,850 products
- Special features of Disney Store Times Square include exclusive Disney-themed NY inspired merchandise, an expanded exclusive adult product line, and a comprehensive Marvel product assortment
- Disney Store's Times Square digital billboard stands six stories high
- The "D" in Disney Store's digital sign weighs more than 400 pounds, and the 2,000 square foot digital billboard is the highest resolution billboard of its size in Times Square
- Disney Store Times Square is open 7 days, 105 hours a week

### **Disney Store Shanghai**

- On May 20, 2015, Disney Store opened the doors of its flagship store in the popular Lujiazui area of Pudong, Shanghai, China.
- The landmark store is the largest retail space of any Disney Store in the world featuring 5,000 square meters of immersive shopping experiences and innovative product, featuring a Disney Castle, measuring 19ft high (5.855m) at the heart of the store which features an hourly musical and projection show, one-of-a-kind Marvel zone complete with locally hand-sculpted statues of Iron Man, Thor, Captain America, Spider-Man and an 8 feet tall Hulk and a unique Mickey shaped roof sculpted visible from key tourism vantage points such as the Pearl Tower
- The plaza outside of the Disney Store Shanghai is the only one of its kind in the world – it is a Disney-themed leisure destination with an iconic Mickey head flowerbed shaped with seasonal flowers and trees
- The Shanghai Disney Store provides over 2,000 unique, high-quality Disney items, 90% of which are exclusive to Disney Store, as well as special merchandise.

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